



| DM   | T&D  | REP                               |
|------|------|-----------------------------------|
| 1224 |      |                                   |
| 1225 |      |                                   |
| 1228 | ✓    | 1, 2, 3, 8, 9, 10, 13, 14, 15, 16 |
| 1229 |      |                                   |
| 1230 | ✓    | 2, 4, 6, 7, 9, 11, 12, 13, 15     |
| PTC  | SAM  |                                   |
| ROM  | PA   | SC                                |
| RM   | PC   | MC                                |
| 1240 | 1242 | SAM                               |

STEFAN MAJER  
 Special Accounts Manager  
 Philadelphia Chain Accounts  
 4601 West Chester Pike  
 Newtown Square, PA 19073  
 PHONE: 610-353-8666  
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TO: F. E. Cook G. P. Mitchell P. J. Gilotty  
 D. L. James F. V. Natale R. L. VanSickle  
 F. J. DeJong D. M. Comer  
 All RJR Sales Representatives with Acme Responsibility in Divisions  
 1226, 1230, 1324, 1326, 1327, 1334, and 2922  
 For Distribution thru ROU's 1210, 1310 and 2910

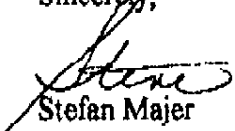
SUBJECT: Acme Markets (CID #0320-00-00)  
 Co-Existence Program

Ladies & Gentlemen:

As a follow up to my recent voice mail regarding Philip Morris implementing express UPMs in locations where RJR currently has 2 units, please be advised that Acme Markets has put this program on hold due to the fact that Philip Morris has sent in the wrong size units. We will advise you as soon as the new schedules of installation are available.

It is very important that sales reps continue to replan-o-gram Acme locations that currently have one (1) UPM. Sales reps should also voice mail me (#71394) as they replan-o-gram these fixtures.

Sincerely,

  
 Stefan Majer  
 Special Accounts Manager

SM/dmo

51853 2898

"We work for smokers."